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Application No. 09/921,097
Amendment dated June 22, 2009
Reply to Final Office Action of December 22, 2008

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (previously presented) A method for using an interactive video, the method comprising:
 - delivering the video from a remote location over a network and displaying the video on a visual display for a user, the video having at least one interface link associated therewith, the interface link adapted to be displayed on the visual display and being linked to ancillary content accessible over the network;
 - interacting with the interface link to access the ancillary content;
 - interrupting, at the remote location, the delivery of the video at a point in time after the interacting with the interface link so as to prevent delivery of the video over the network;
 - transmitting a request of the user for the ancillary content over the network to a remote site where the ancillary content is stored;
 - delivering the ancillary content over the network and displaying the ancillary content on the visual display; and
 - continuing the delivery of the video over the network from the point in time when the delivery of the video was interrupted after the interacting with the interface link.
2. (previously presented) The method of claim 1, wherein the displaying of the video includes streaming the video over the network to the visual display.
3. (previously presented) The method of claim 1, wherein the interacting with the interface link includes interacting with the interface link being embedded in the video.

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4. (previously presented) The method of claim 1, wherein the interacting with the interface link includes overlaying the interface link on the video on the visual display.
5. (previously presented) The method of claim 1, wherein the interacting with the interface link includes interacting with the interface link originating from a feed separate from a feed of the video.
6. (previously presented) The method of claim 1, wherein the interacting with the interface link includes hiding the interface link from view on the visual display when the interface link is not being interacted with by the user.
7. (previously presented) The method of claim 1, wherein the displaying of the video includes displaying the interface link as at least a partially transparent graphic.
8. (previously presented) The method of claim 1, wherein the interacting with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
9. (previously presented) The method of claim 1, wherein the displaying of the video includes displaying the interface link having an appearance of moving across a screen of the visual display as the video is being played.
10. (previously presented) The method of claim 1, wherein the interacting with the interface link includes conducting a commercial transaction with the user.
11. (previously presented) The method of claim 10, wherein the interacting with the interface link includes accessing the ancillary content having a link to a site adapted to transact the commercial transaction.
12. (previously presented) The method of claim 1, wherein the interacting with the interface link includes accessing the ancillary content including information relating to the video.
13. (previously presented) The method of claim 1, wherein the interacting with the interface link includes accessing the ancillary content including video.

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14. (previously presented) The method of claim 1, wherein the interacting with the interface link includes conducting a commercial transaction using the ancillary content.
15. (previously presented) The method of claim 1, wherein the displaying of the video includes displaying the video having a plurality of the interface links associated therewith.
16. (previously presented) A method for using an interactive video, the method comprising:
 - delivering the video from a remote location over a network and displaying the video on a visual display for a user, the video having at least one interface link associated therewith adapted to be displayed on the visual display, the interface link providing access to ancillary content;
 - interacting with the interface link to access the ancillary content;
 - interrupting, at the remote location, the delivery of the video over the network at a point in time after the interacting with the interface link so as to prevent delivery of the video over the network;
 - accessing the ancillary content by the user;
 - displaying the ancillary content on the visual display; and
 - continuing the delivery of the video from the remote location over the network and continuing the display of the video on the visual display from the point in time when the delivery of the video was interrupted after the interacting with the interface link.
17. (previously presented) The method of claim 16, wherein the displaying of the video includes streaming the video to the visual display.
18. (previously presented) The method of claim 16, wherein the interacting with the interface link includes interacting with the interface link being embedded in the video.

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19. (previously presented) The method of claim 16, wherein the interacting with the interface link includes overlaying the interface link on the video on the visual display.
20. (previously presented) The method of claim 16, wherein the interacting with the interface link includes interacting with the interface link originating from a feed separate from a feed of the video.
21. (previously presented) The method of claim 16, wherein the interacting with the interface link includes hiding the interface link from view on the visual display when the interface link is not being interacted with.
22. (previously presented) The method of claim 16, wherein the displaying of the video includes displaying the interface link as at least a partially transparent graphic.
23. (previously presented) The method of claim 16, wherein the interacting with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
24. (previously presented) The method of claim 16, wherein the delivering of the video includes delivering the interface link having an appearance of moving across a screen of the visual display as the video is being played.
25. (previously presented) The method of claim 16, wherein the accessing of ancillary content includes conducting a commercial transaction with the user.
26. (previously presented) The method of claim 25, wherein the accessing of ancillary content includes accessing the ancillary content having a link to a site adapted to transact the commercial transaction.
27. (previously presented) The method of claim 16, wherein the accessing of ancillary content includes accessing the ancillary content including information relating to the video.
28. (previously presented) The method of claim 16, wherein the accessing of ancillary content includes accessing the ancillary content including video.

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29. (previously presented) The method of claim 16, wherein the accessing of ancillary content includes conducting a commercial transaction using the ancillary content.
30. (previously presented) The method of claim 16, wherein the delivering of the video includes delivering the video having a plurality of the interface links associated therewith.
31. (currently amended) A method for displaying an interactive video, the method comprising:
- delivering the video from a remote location over a network and displaying the video on a visual display for a user, the video having an embedded interface link associated therewith while the video is displayed, the interface link being linked to ancillary content accessible over the network;
 - interacting with the interface link to access the ancillary content;
 - interrupting, at the remote location, the delivery of the video at a point in time after the interacting with the interface link so as to prevent delivery of the video over the network;
 - transmitting a request of the user for the ancillary content over the network to a remote site where the ancillary content is stored; and
 - displaying the ancillary content on the visual display; and
 - continuing the delivery of the video over the network from the point in time when the delivery of the video was interrupted after the interacting with the interface link.
32. (previously presented) The method of claim 31, wherein the displaying of the video on the visual display includes streaming the video over the network to the visual display.
33. (previously presented) The method of claim 31, wherein the interacting with the interface link includes hiding the interface link from view on the visual display when the interface link is not being interacted with.

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34. (previously presented) The method of claim 31, wherein the displaying of the video on the visual display includes displaying the interface link as at least a partially transparent graphic.
35. (previously presented) The method of claim 31, wherein the interacting with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
36. (previously presented) The method of claim 31, wherein the displaying of the video includes displaying the interface link having an appearance of moving across a screen of the visual display as the video is being played.
37. (previously presented) The method of claim 31, wherein the interacting with the interface link includes conducting a commercial transaction with the user.
38. (previously presented) The method of claim 37, wherein the interacting with the interface link includes accessing the ancillary content having a link to a site adapted to transact the commercial transaction.
39. (previously presented) The method of claim 31, wherein the interacting with the interface link includes accessing the ancillary content including information relating to the video.
40. (previously presented) The method of claim 31, wherein the interacting with the interface link includes accessing the ancillary content including video.
41. (previously presented) The method of claim 31, wherein the interacting with the interface link includes conducting a commercial transaction using the ancillary content.
42. (previously presented) The method of claim 31, wherein the displaying of the video on the visual display includes displaying the video having a plurality of the interface links associated therewith.
43. (currently amended) A method for displaying an interactive video, the method comprising:
delivering the video from a remote location over a network and displaying the video on a visual display for a user;

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displaying an overlaid interface link with the video based on a time elapsed during the display of the video, the overlaid interface link being displayed through a feed separate from a feed of the video, the overlaid interface link being linked to ancillary content;

interacting with the interface link to access the ancillary content;

interrupting, at the remote location, the delivery of the video at a point in time after the interacting with the interface link so as to prevent delivery of the video over the network; and

displaying the ancillary content on the visual display; and

continuing the delivery of the video over the network from the point in time when the delivery of the video was interrupted after the interacting with the interface link.

44. (previously presented) The method of claim 43, wherein the displaying of the video on the visual display includes streaming the video over the network to the visual display.
45. (previously presented) The method of claim 43, wherein the interacting with the interface link includes hiding the interface link from view on the visual display when the interface link is not being interacted with.
46. (previously presented) The method of claim 43, wherein the displaying of the video on the visual display includes displaying the interface link as at least a partially transparent graphic.
47. (previously presented) The method of claim 43, wherein the interacting with the interface link includes interacting with primary ancillary content having a link to secondary ancillary content.
48. (previously presented) The method of claim 43, wherein the displaying of the overlaid interface link includes displaying the interface link having an appearance of moving across a screen of the visual display as the video is being displayed.
49. (previously presented) The method of claim 43, wherein the interacting with the interface link includes conducting a commercial transaction with the user.

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50. (previously presented) The method of claim 49, wherein the interacting with the interface link includes accessing the ancillary content having a link to a site adapted to transact the commercial transaction.
51. (previously presented) The method of claim 43, wherein the interacting with the interface link includes accessing the ancillary content including information relating to the video.
52. (previously presented) The method of claim 43, wherein the interacting with the interface link includes accessing the ancillary content including video.
53. (previously presented) The method of claim 43, wherein the interacting with the interface link includes conducting a commercial transaction using the ancillary content.
54. (previously presented) The method of claim 43, wherein the displaying of the video on the visual display includes displaying the video having a plurality of the interface links associated therewith.
55. (previously presented) A method for conducting commerce over a network during the display of a video, the method comprising:
 - delivering the video from a remote site over the network to a user and displaying the video on a visual display, the video having an interface link associated therewith, the interface link being linked to a commerce site adapted to conduct commerce with the user that is accessible over the network;
 - interacting with the interface link during the display of the video;
 - interrupting the delivery of the video at the remote site at a point in time after the interacting with the interface link so as to prevent delivery of the video over the network;
 - accessing the commerce site;
 - displaying the commerce site on the visual display; and
 - continuing the delivery of the video from the remote site over the network from the point in time when the delivery of the video was interrupted after the accessing of the commerce site.

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56. (previously presented) The method of claim 55, further comprising completing a transaction with the commerce site.

Claims 57 and 58 (cancelled).

59. (currently amended) A method for creating an interactive video, the method comprising:

encoding and storing the video onto a remote storage medium at a first site;

creating a link program adapted to interrupt delivery of the video at the remote storage medium to prevent delivery of the video over a network to a second site, the link program providing access to ancillary content accessible over the network, the link program linking the ancillary content and the video to a point in time when the delivery of the video from the remote storage medium is interrupted;

associating the link program with the video;

delivering the video and the link program over the network;

displaying the video on the visual display; and

interrupting, at the first site, the delivery of the video in response to interacting with the link program so as to prevent delivery of the video over the network; and

continuing the delivery of the video over the network from the point in time when the delivery of the video was interrupted.

60. (previously presented) The method of claim 59, wherein the associating of the link program includes encoding the link program with the video onto the storage medium.
61. (previously presented) The method of claim 60, wherein the encoding of the link program is performed simultaneously with encoding the video.
62. (previously presented) The method of claim 59, wherein the delivering of the video over the network includes delivering the link program in a feed separate from a feed of the video.

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63. (previously presented) The method of claim 59, wherein the delivering of the video over the network includes overlaying the video with the link program during the displaying of the video on the visual display.
64. (previously presented) The method of claim 43, wherein the displaying of the video on the visual display includes interacting with a time code marker embedded in the video.
65. (previously presented) The method of claim 59, wherein the associating of the link program with the video includes embedding a time code marker in the video to permit the display of an interface link to the ancillary content based on the time elapsed during the displaying of the video.
66. (previously presented) The method of claim 1, wherein the interrupting, at the remote location, the delivery of the video includes interrupting the display of the video on the visual display at the point in time after the interacting with the interface link; and wherein the continuing of the delivery of the video over the network includes continuing the display of the video on the visual display from the point in time when the display of the video was interrupted after the interacting with the interface link.
67. (previously presented) The method of claim 31, wherein the interrupting, at the remote location, the delivery of the video includes interrupting the display of the video on the visual display at a point in time after the interacting with the interface link.
68. (previously presented) The method of claim 43, wherein the interrupting, at the remote location, the delivery of the video includes interrupting the display of the video on the visual display at a point in time after the interacting with the interface link.
69. (previously presented) The method of claim 55, wherein the interrupting the delivery of the video at the remote site includes interrupting the display of the video on the visual display at a point in time after the interacting with the interface link; and wherein the continuing of the delivery of the video from the

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remote site over the network includes continuing the display of the video on the visual display from the point in time when the display of the video was interrupted.

70. (previously presented) The method of claim 59, wherein the creating a link program includes creating a link program adapted to interrupt display of the video on a visual display at the second site.
71. (previously presented) The method of claim 1, wherein the network supports two-way communication.
72. (previously presented) The method of claim 1, wherein the network is an internet protocol based network.
73. (previously presented) The method of claim 1, wherein the remote location includes an endpoint server.
74. (previously presented) The method of claim 73, wherein the endpoint server includes at least one video server, at least one web server, and at least one content database.
75. (previously presented) The method of claim 16, wherein the network supports two-way communication.
76. (previously presented) The method of claim 16, wherein the network is an internet protocol based network.
77. (previously presented) The method of claim 16, wherein the remote location includes an endpoint server.
78. (previously presented) The method of claim 77, wherein the endpoint server includes at least one video server, at least one web server, and at least one content database.
79. (previously presented) The method of claim 31, wherein the network supports two-way communication.
80. (previously presented) The method of claim 31, wherein the network is an internet protocol based network.

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81. (previously presented) The method of claim 31, wherein the remote location includes an endpoint server.
82. (previously presented) The method of claim 81, wherein the endpoint server includes at least one video server, at least one web server, and at least one content database.
83. (previously presented) The method of claim 43, wherein the network supports two-way communication.
84. (previously presented) The method of claim 43, wherein the network is an internet protocol based network.
85. (previously presented) The method of claim 43, wherein the remote location includes an endpoint server.
86. (previously presented) The method of claim 85, wherein the endpoint server includes at least one video server, at least one web server, and at least one content database.
87. (previously presented) The method of claim 55, wherein the network supports two-way communication.
88. (previously presented) The method of claim 55, wherein the network is an internet protocol based network.
89. (previously presented) The method of claim 55, wherein the remote location includes an endpoint server.
90. (previously presented) The method of claim 89, wherein the endpoint server includes at least one video server, at least one web server, and at least one content database.
91. (previously presented) The method of claim 59, wherein the network supports two-way communication.
92. (previously presented) The method of claim 59, wherein the network is an internet protocol based network.
93. (previously presented) The method of claim 59, wherein the remote location includes an endpoint server.

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94. (previously presented) The method of claim 93, wherein the endpoint server includes at least one video server, at least one web server, and at least one content database.